

ABSTRACT OF THE DISCLOSURE

[0151] A method and apparatus to is provided to respond to a customer query received at a customer interaction system. The method includes communicating at least one expert group to an agent; receiving a selection from the agent that identifies an expert group from the at least one expert group, the selection triggering a first immediate message that includes a request for assistance from the expert group; identifying at least one expert that is associated with the expert group; and establishing an immediate message connection between the at least one expert and the agent, wherein the immediate message connection enables the exchange of immediate messages between the at least one expert and the agent so the agent may respond to the customer query.